

LOCAL WORKFORCE DEVELOPMENT BOARD

NOMINATION SLATE

10/2023 Accessible Word Version

Instructions:

Please **TYPE** the appropriate information after each colon.

Use arrow keys to navigate to next line.

Please use Ctl-Enter if line breaks are needed to avoid renumbering.

Nominee Information

1. Workforce Area: Alamo

2. Name of Nominee: Mike Crowley
3. Organization Representing: Greater New Braunfels Chamber of Commerce
4. Position/Title: Vice President, Workforce & Industry Development
5. FULL Mailing Address: 390 S. Seguin Ave. New Braunfels, TX 78130
6. Daytime Phone Number: 210-241-6594
7. Email: mike@nbchamber.com
8. Gender: (Type an X after the colon next to the nominee's gender.)
 - a. Male: X
 - b. Female:
9. Race: (Type an X after the colon next to the nominee's race.)
 - a. White: X
 - b. Asian:
 - c. Black/African American:
 - d. American Indian/Alaska Native/Native Hawai'ian:
 - e. Other Race:
10. Does candidate consider themselves of Hispanic/Spanish/Latino Origin?
(Type an X after the yes or no colon.)

- a. Yes:
 - b. No: X
11. Reference Item 3: (Enter any applicable Employer TWC Tax Account Number(s) after each colon.)
- a. TWC Tax Account Number: 06-930829-5
 - b. TWC Tax Account Number:
 - c. TWC Tax Account Number:
12. Total Number of Employees associated with Employer TWC Tax Account Numbers listed in Item 11, if known (enter number after the colon): 18
13. Please indicate the Workforce Board category the nominee represents (Type an X after the colon to indicate the category. **Choose Only One Category**)
- a. Private Sector Large For-Profit Business (=500 employees or more):
 - b. Private Sector Small For-Profit Business (fewer than 500 employees):
 - c. Other Private Sector:
 - d. Education:
 - e. Literacy Council:
 - f. Economic Development: X**
 - g. Vocational Rehabilitation:
 - h. Public Employment Service (TWC):
 - i. Adult Basic and Continuing Education:
 - j. Organized Labor:
 - k. Community-Based Organization (CBO):
 - l. Public Assistance:
 - m. Child Care Workforce:
14. **Special Board Requirements:** Is the nominee a **veteran and actively engaged** in the field of veterans' affairs or services (Type an X after the colon to indicate yes or no):
- a. Yes:
 - b. No: X

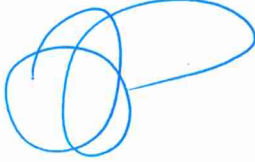
15. Name of Nominating Organization: Greater New Braunfels Chamber of Commerce

16. Nominating Organization Address:

- a. Street Address or P.O. Box: 390 S. Seguin Ave.
- b. City: New Braunfels
- c. State: TX
- d. ZIP Code: 78130

17. Phone Number(s): 830-625-2385

18. Signature of Nominating Organization—President, Director, or other official:



- a. Date of Signature:
- b. Typed Name: Jonathan Packer
- c. Typed Title: President & CEO

Individuals may receive, review, and correct information that TWC collects about the individual by emailing open.records@twc.texas.gov or writing to TWC Open Records, Rm. 266, 101 East 15th St., Austin, TX 78778-0001.

Website Link: [Resources for Boards - Texas Workforce Commission](#) Go to Workforce Development Board Membership.

CONFLICT OF INTEREST STATEMENT
FOR LOCAL WORKFORCE DEVELOPMENT BOARD MEMBERS

Board Nominee: Mike Crowley

Category Representing: Economic Development

Does board nominee, any entity or business he/she is involved with, or the organization for which he/she is being nominated to represent have a contract with the Board?

☐ Yes ☒ No If yes, please explain.

If yes, nominee will need to make appropriate disclosures to the Board.

DocuSigned by:

A8660FAA8A04453...

Executive Director

7/24/2026

Date

Mike Crowley MBA

● Executive Leader ● Innovative ● Driven ● Visionary ● Veteran

● (210) 241 6594 ● Email: mike@nbchamber.com
● Connect at: <https://www.linkedin.com/in/mikecrowleymba/>



CAREER OVERVIEW

Driven, people-first leader, committed to building trust, strengthening communities, and driving transformational change through service, collaboration, and stewardship. With more than 15 years of executive and senior leadership experience across public, nonprofit, education, and industry-focused organizations, I bring a strategic, objective, and centered approach to organizational leadership, workforce development, and community engagement. My career has been defined by aligning diverse stakeholders around shared goals, improving service delivery, and creating sustainable solutions that meet both organizational and community needs.

I have a proven record of leading complex, customer-facing operations and initiatives that integrate people, process, and data to improve outcomes. My experience includes executive-level oversight of workforce and talent pipelines, education and training systems, and cross-sector partnerships. I excel at translating strategic vision into operational reality, developing policies, performance measures, and service models that enhance consistency, accountability, and customer experience while reinforcing organizational values and culture.

Throughout my career, I have served as a trusted advisor and connector among businesses, public agencies, educational institutions, and community leaders. I am skilled in managing large budgets and grant-funded initiatives, overseeing regulated programs, and ensuring compliance while maintaining a strong focus on responsiveness, transparency, and service excellence. I bring a collaborative leadership style rooted in coaching, engagement, and continuous improvement, with a strong emphasis on developing teams and future leaders.

I am passionate about serving communities by ensuring organizations are responsive to those they serve, whether customers, members, employers, or residents. My leadership is grounded in integrity, accountability, and a commitment to stewardship, positioning me to champion customer experience, strengthen internal alignment, and advance long-term organizational effectiveness in service of the community.

EXPERTISE

Executive Leadership	Budget & Finance	KPI Management	Volunteer Leadership
Customer Experience	Regulatory Compliance	Change Management	Vendor Management
Service Excellence	Process Improvement	Stakeholder Engagement	Problem Solving
Strategic Planning	Project Management	Coaching for Performance	Economic Development
People-Centered Leadership	Strategic Communications	Conflict Resolution	Professional Development

Greater New Braunfels Chamber of Commerce

2023 – Current

Vice President of Workforce and Industry Development

As Vice President of Workforce and Industry Development for the Greater New Braunfels Chamber of Commerce, I serve as a key member of the executive leadership team with a central role in strategic planning, community engagement, and business-facing service delivery. I lead comprehensive workforce and industry initiatives that strengthen the regional talent pipeline, enhance business competitiveness, and support long-term economic sustainability. In this role, I work directly with business leaders, elected officials, municipal partners, educational institutions, and workforce organizations to ensure Chamber programs and services are responsive to employer needs and aligned with community priorities.

I developed and launched a comprehensive Business Retention & Expansion (BRE) Program that functions as a core customer service platform for the Chamber's business community. The program connects employers not only to workforce and training resources, but also to municipal, infrastructure, utility, transportation, and regulatory partners, helping businesses navigate growth, operational challenges, and expansion planning. Through this work, I facilitate coordination between private-sector employers and public-sector stakeholders, providing data-driven insights, advocacy, and problem-solving support related to talent availability, infrastructure capacity, and regional readiness. To date, I have overseen more than a dozen workforce and business support initiatives, directly supporting job creation, capital investment, and operational continuity for local employers.

I play a leading role in Chamber-led community and business engagement efforts, collaborating with school districts, higher education partners, workforce development partners, municipalities, and industry leaders to design and deliver career awareness, talent engagement, and workforce readiness initiatives. Across all initiatives, I serve as a trusted advisor and advocate for the business community, acting as a bridge between employers, public agencies, and community partners. My work emphasizes customer-centered service, collaboration, transparency, and long-range planning, ensuring the Chamber remains a responsive, solutions-oriented organization that supports business success while strengthening the quality of life and economic resilience of the greater New Braunfels community and throughout Comal County.

Greater New Braunfels Manufacturing Association

2023 – Current

Executive Director

In addition to my Chamber role, I serve as Executive Director of the Greater New Braunfels Manufacturing Association, leading industry engagement and alignment strategies that strengthen regional manufacturing competitiveness. I convene manufacturers, education and workforce partners, and public-sector stakeholders. Through a customer-centered approach to member service and engagement, I increased participation by 50 percent and grew membership by 20 percent, while modernizing programming to reflect evolving industry priorities.

I serve as a trusted advocate and convener for the manufacturing sector, facilitating collaboration on workforce availability, training capacity, infrastructure readiness, and operational challenges. I also serve as the founding President of the Texas Alliance of Manufacturing Associations, working in partnership with the Texas Manufacturing Assistance Center and the Texas Association of Manufacturers to advance statewide collaboration, best-practice sharing, and strategic alignment. Through this work, I contribute to regional and statewide efforts that support industrial competitiveness and long-term economic sustainability.

San Antonio Board of Realtors and the REALTOR® Academy

2017 – 2023

Director of Professional Development

I served as the Director of Professional Development and Academy Director for a real estate trade association. I lead a team of staff and faculty in delivering programs, licensing, continuing education, state and nationally recognized designation and certification programs, and events for over 16000 members and 25000 students annually. I led a team responsible for all requirements and standards of regulatory agencies as well as state and federal regulators. Our programs supported a diverse membership as well as meeting educational and career needs based on industry, market trends, and state and federal regulations. Our initiatives increased revenue by over 300% during my tenure, shattering revenue goals and decreased expenses and overheads. I launched a new online onboarding program aligned to emerging standards that successfully onboarded 6480 new members. I led the end-to-end implementation of an online school and integration of hybrid in-person/virtual learning that graduated over 300 students. I authored 13 unique courses, which have been used to train over 12K students. My team facilitated the certification of over 9K local, state, and national certifications. I developed an innovative Instructor Certification and Development Program that has been instrumental in increasing the state and national pass rate by 30%. I partnered with community colleges in underserved communities to bring education and licensing. I worked with state regulators to test and implement an education audit program, strengthening relationships with regulators and providers. I successfully led and launched a complete organization rebrand that was found pivotal in the increased revenue and gain in market share.

In addition to my direct role, I served as a staff executive for several committees and a key leader in member engagement and experience. With a focus on process improvement and member engagement and experience, I worked with teams to plan and effectuate the mission, vision, and values of our organization from a local, state, and national level. We have held 6 annual events for outreach and member engagement. My team and I worked with community leaders, elected officials, and business partners to support our members and industry.

Texas REALTORS

2018 – 2023

Regional Director Texas Leadership Program

As Regional Director for the Leadership Program, I led a statewide leadership development initiative designed to identify, develop, and prepare emerging leaders for executive, organizational, and civic service roles. I oversaw program delivery, participant development, and regional engagement, ensuring alignment with organizational values, leadership competencies, and strategic priorities. Under my leadership, 125 participants completed the program, with more than 50 percent advancing into executive leadership roles within their organizations and communities. In addition, I served on the State Professional Development Committee and Faculty Development Subgroup, where I reviewed and strengthened curriculum standards, course content, and instructor certification requirements.

CGI Federal**2014 – 2017**

Talent Development Manager (Training, Documentation & Outreach)

As Talent Development Manager for a global technology (SAAS) and business process outsourcing (BPO) company. I was responsible for translating strategic business goals into human performance solutions. I led a team of generalists, designers, trainers, quality assurance auditors, and support staff. Our onboarding, training and quality programs served and developed over 1600 employees. We successfully completed several projects including hiring, benefits, training needs analysis and design for audit programs, compliance training delivery and tracking, authored documents to include policies, procedures, and training materials. I led the design and implementation of software systems training for end users in financial systems, insurance, billing & coding, auditing, leadership development and a career mapping program as well as new hire and onboarding program for a traditional and remote workforce.

Alamo Community College District**2012 – 2014**

Account Executive, Economic & Workforce Development

As a corporate Account Executive, in Economic & Workforce Development, I was the primary relationship manager for multiple workforce development projects between the colleges and key employers. I consulted with upper tier corporate partners to understand their workforce needs and strategic direction and acted as the liaison to the campus community. I led a team responsible for \$5.7M in state grant funding for trades education & workforce development; I supervised the development and delivery of technical programs offered by the college system to train over 5000 corporate client incumbents and new hires in job skills programs, specifically Information Technology, Oil & Gas, and Manufacturing. I was the fiscal manager for multi-million stakeholder accounts tracking sales, AP/AR, costs, billing, and Key Performance Indicators. I recruited and developed staff; tracked performance indicators: contact hours, enrollments, strategic partnerships, and internal initiatives.

United States Air Force (Military and Civil Service)**1999– 2012**

As a Program & Resources Manager within a government services environment, I provided executive oversight for complex, regulated service delivery operations, including direct responsibility for a \$5 million government services contract. I led and supervised multidisciplinary teams of more than 140 operational staff, ensuring contract compliance, time and effort accountability, cost tracking, billing accuracy, and performance reporting. I oversaw service delivery in secure environments, establishing operational standards, quality controls, and performance expectations while maintaining safety, accountability, and regulatory compliance. My responsibilities included evaluating staff performance, developing schedules, managing resources and facilities, administering quality assurance reviews, and serving as a senior escalation point for operational and personnel issues.

In addition, I led the design and delivery of enterprise-wide development, compliance, and certification programs, managing annual budgets and multi-million-dollar fiscal plans. I partnered with leadership teams to interpret and implement policies, procedures, laws, standards, and government regulations, translating requirements into clear operational practices. I guided instructional and operational teams through data-informed planning, performance analysis, and continuous improvement initiatives, and managed coordination across multiple government agencies and facilities. I authored and reviewed operating instructions and business plans, led frontline supervisors, and developed strategic plans that aligned service delivery, workforce readiness, and organizational goals. Throughout my tenure, I emphasized people-centered leadership, service consistency, fiscal stewardship, and accountability in high-stakes, regulated environments.

Community and Volunteerism**Boards and Commissions****Career and Technical Education Advisory Board****2023 – Present**

Comal Independent School District and New Braunfels Independent School District

As an advisory board member for the Career and Technical Education (CTE) programs of Comal Independent School District and New Braunfels Independent School District, I serve as a liaison between district leadership, CTE directors, and regional business and industry partners. In this role, I support the alignment of academic programs with workforce and industry needs by facilitating collaboration on curriculum relevance, program design, and student readiness. I work closely with educators and employers to ensure students gain practical, career-connected skills, access to mentorship, and exposure to current and emerging professions, strengthening education-to-career pathways and supporting the long-term workforce and economic vitality of the community.

Central Texas Technology Center Advisory Board

2023 – Present

As a appointed member of the Central Texas Technology Center Advisory Board, I serve in an advisory capacity supporting regional collaboration between the City of New Braunfels, City of Seguin, and multiple higher education institutions to strengthen post-secondary and workforce education pathways for college-ready students. I act as a liaison among municipal leaders, colleges, and universities to align programs, resources, and strategic priorities that expand access to technical education and career-connected learning opportunities for students across New Braunfels and surrounding communities. In this role, I contribute to planning and coordination efforts that support regional talent development, community responsiveness, and long-term economic sustainability through education-to-career alignment.

Texas Real Estate Commission (State Appointment)

2020 – 2024

Secretary, Education Standards Advisory Committee

As a state-appointed Secretary on the Texas Real Estate Commission Education Standards Advisory Committee, I provided governance and advisory leadership for government-regulated education programs. In this role, I reviewed curriculum standards, course content requirements, and instructor certification criteria, and made formal recommendations to the Commission to ensure educational programs met rigorous regulatory, quality, and public accountability standards. Serving as Secretary, I was responsible for reviewing, approving, and maintaining official committee records in full compliance with the Texas Open Meetings Act, and coordinating submission of approved minutes to legal counsel for public posting. Through this work, I supported transparency, regulatory compliance, and the integrity of state-regulated education programs in service to licensees and the public.

Community and Professional Service

Comal Education Foundation

President, Director and Committee Chair

2023 – Present

As President and a member of the Board of Directors for the Comal Education Foundation, I serve lead the executive leadership team providing governance, strategic direction, and fiduciary oversight for the organization's operations, programs, and fundraising efforts. The Foundation's mission is to enrich learning and expand educational opportunities so all students can excel, with philanthropic initiatives that directly support educators and students across the district. As Chair of the Board Development Committee, I lead efforts focused on board recruitment, retention, orientation, and professional development, ensuring a strong, diverse, and engaged governing body aligned with the Foundation's mission, values, and long-term strategy. In this role, I work closely with fellow board members, district leadership, donors, and community partners to strengthen governance practices, support sustainable growth, and enhance organizational effectiveness and impact. As President-Elect, I also support leadership succession planning, committee alignment, and strategic planning initiatives to ensure continuity, accountability, and responsible stewardship of resources in service to the community.

Member (Lion)

2025-Present

New Braunfels Lions Club

I am an active member of the New Braunfels Lions Club, supporting the organization's mission of community service, outreach, and care for those in need. Through my involvement as a Lion, I contribute to local service initiatives that strengthen community well-being and reflect commitment to service, stewardship, and civic responsibility.

Baron, Braunfels Foundation Trust

2025 – Present

Alongside my wife, Sierra, I serve as a Baron of the Braunfels Foundation Trust, a community-focused 501(c)(3) organization dedicated to advancing education, youth opportunity, and social welfare in the greater New Braunfels area through scholarship programs, community events, and philanthropic initiatives. As part of the Barons & Baronesses of the Trust, a group of committed supporters who help sustain the Foundation's mission and activities, we actively engage in fundraising, scholarship support, and community outreach to invest in the future of local students and the broader community. Through this role, I contribute to strengthening community partnerships, enhancing educational opportunities, and supporting organizational efforts to enrich the quality of life and opportunity for residents of New Braunfels.

Association for Talent Development

2013 – 2019

Vice President of Finance/Vice President of Communications & Marketing

As Vice President of Finance and Vice President of Communications and Marketing, I served as an executive board member providing strategic oversight of the organization's financial stewardship, governance, and member-facing communications. In my finance role, I led budgeting, financial planning, asset and cash-flow management, auditing, and compliance with state and federal reporting requirements, while regularly reporting financial performance and risk considerations to the Board of Directors to ensure transparency and sustainability.

Concurrently, I directed communications and marketing strategy, overseeing branding, member and community communications, and engagement initiatives. I developed and executed marketing plans to promote programs and events, managed digital communications and campaigns, and strengthened relationships with employers and partner organizations, enhancing member engagement, organizational visibility, and a consistent, customer-focused experience.

Formal Education

- MBA, University of the Incarnate Word, Master of Business Administration
- BA, Wayland Baptist University, Management
- AAS, Wayland Baptist University, Law Enforcement
- AAS, Community College of the Air Force, Instructional Systems Design
- AAS, Community College of the Air Force, Criminal Justice

Designations, Certifications, and Training

- Leadership New Braunfels, Class of 2026
- Aspen Institute, Workforce Opportunities Fellow, Class of 2023
- Senior Professional Human Resources (SPHR), Applied Education in Human Resources, Syracuse University
- ACCE-IEDC Certificate in Workforce Development Fundamentals 2024
- Basic Economic Development, Texas A&M
- Federal Emergency Program Manager, FEMA
- North San Antonio Chamber, Executive Innovative Leadership Program, Class of 2021
- Six Sigma Green Belt Certified (CSSGB)
- Design Six Sigma Certified (DSS)
- Technical Writing Certificate, USAF
- Objectives and Test Writing, USAF
- Instructional Technologies Certificate, USAF
- Instructional Systems Designer Certificate, USAF
- Instructor Internship, USAF
- Certified Training Instructor Certificate, USAF